



TITLE OF THE INVENTION

WRAPPING SYSTEM

CI This application is a continuation prosecution application of patent application 09/540,941 filed 03/31/2000.

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5 BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to a wrapping system for wrapping desired items, the wrapping system having an adhesive thereon.

10 2. Background of the Prior Art

Wrapping gifts for special occasions such as Christmas, birthdays, weddings, showers, anniversaries, etc., is a long-standing tradition. Typically, the wrapping material is sized and partially wrapped around the gift and taped into place. 15 Thereafter, another part of the gift is wrapped by the wrapping material and taped into place. This process continues until the gift is completely and properly wrapped. However, this standard scissors and tape method is not without fault. The tape can be hard to handle and can wind up as a spaghetti mess around the 20 wrapper's fingers instead of holding the wrapping material in place. Furthermore, in maneuvering the tape into place, the need to hold the tape with one hand can make it difficult to properly hold the wrapping material in place in the other hand. The result is that the wrapping material is somewhat loose upon the 25 gift detracting from the overall aesthetics of the wrapped gift.

With many gifts, especially awkwardly shaped ones, the tape itself can be an unwanted sight. Another problem is encountered during busy present wrapping times, such as at Christmas, when the tape supply can become exhausted before all presents are
5 wrapped.

In order to overcome the above problems, adhesive-coated wrapping paper was created. However, the problems with such paper currently found in the art is that the adhesive coating found on the paper has either a high peel strength and thus has a
10 removability time of only about one to three seconds (similar to a self-adhesive U.S. postage stamp). In using such an adhesive-coated paper, once the adhesive is exposed, the paper must be positioned correctly almost immediately as it cannot be removed once the removability time has expired.

15 In order to allow repositioning of the paper after initial application, the peel strength of the adhesive is reduced in order to increase the removability time. The problem with using such adhesives is that they lack the peel strength to hold in many applications such as around the corners of boxes. While the
20 peel strength may be generally high enough to hold the paper in place at application time, the peel strength is not high enough to properly hold the paper in place if the wrapped package is moved around to any degree. In such applications, it is not uncommon to see corners lift up out of place. In order to solve
25 this problem, reposition adhesive-coated paper has been

developed. The adhesive used with such a system allows repositioning of the paper for a few seconds up to a couple of minutes after adhesive exposure. After expiration of repositioning of the adhesive-coated paper has occurred, the peel strength of the adhesive steadily increases and can approach a peel strength of 10 pli or more. The problem with such a system occurs when a person unwraps a present. The high peel strength of the adhesive does not permit orderly unwrapping of the gift and requires ripping of the wrapping paper proper with some of the paper remaining stuck to the gift. As many individuals consider this an unsightly and undesirable feature, such a system has drawbacks.

Therefore, there is a need in the art for a gift wrapping system that overcomes the problems associated current adhesive-coated wrapping paper. Such a system must have sufficient peel strength to hold the wrapping paper in place even if the wrapped package is subject to substantial handling and movement, yet must allow a user time to reposition the paper after initial application. The system must not increase the peel strength of the adhesive to such an extent as to make the unwrapping process difficult and the system allows the wrapping paper to be removed cleanly from the gift for a desirable length of time after initial wrapping. Such a system must be relatively easy to use and must not produce a wrapping job that is unsightly.